



Opportunities diagram

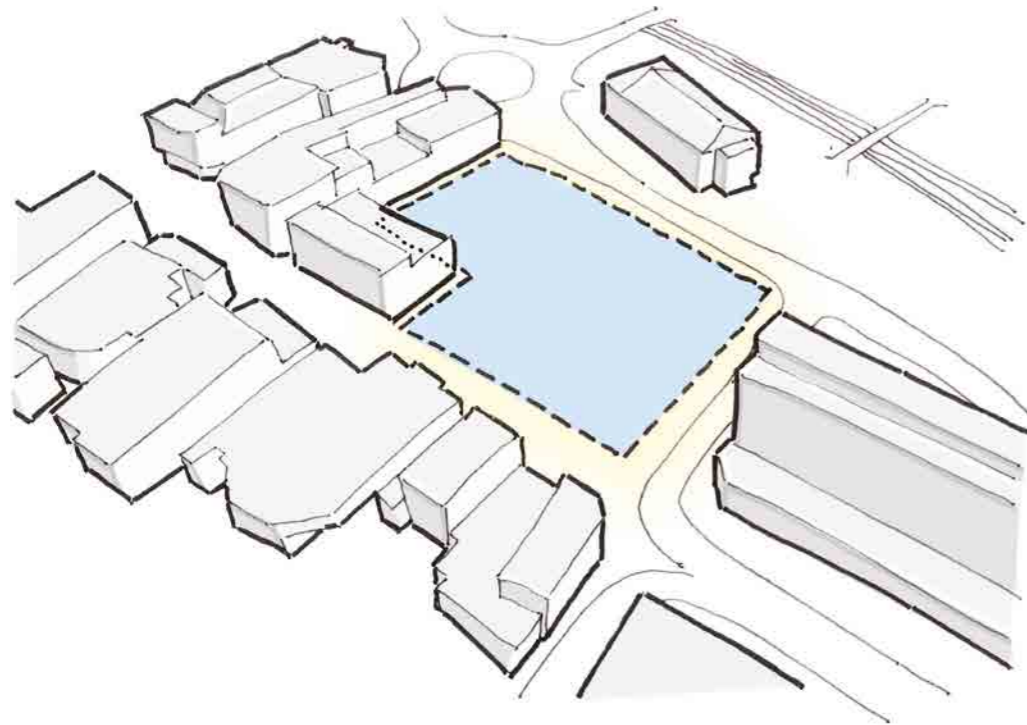






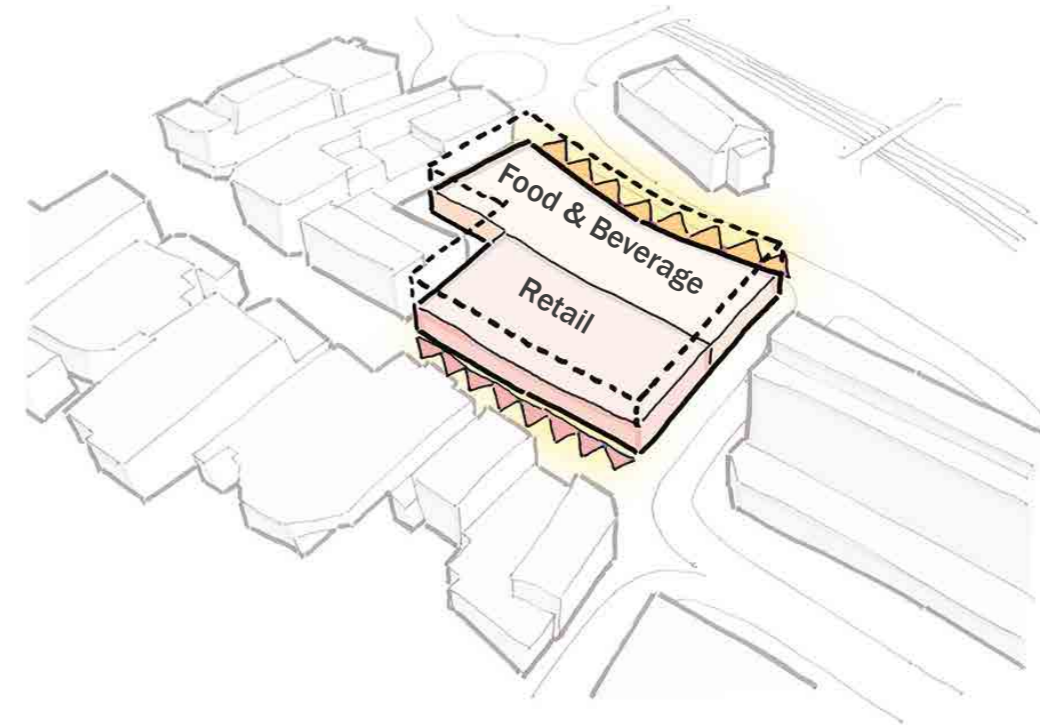


## 3.1 Design Concept



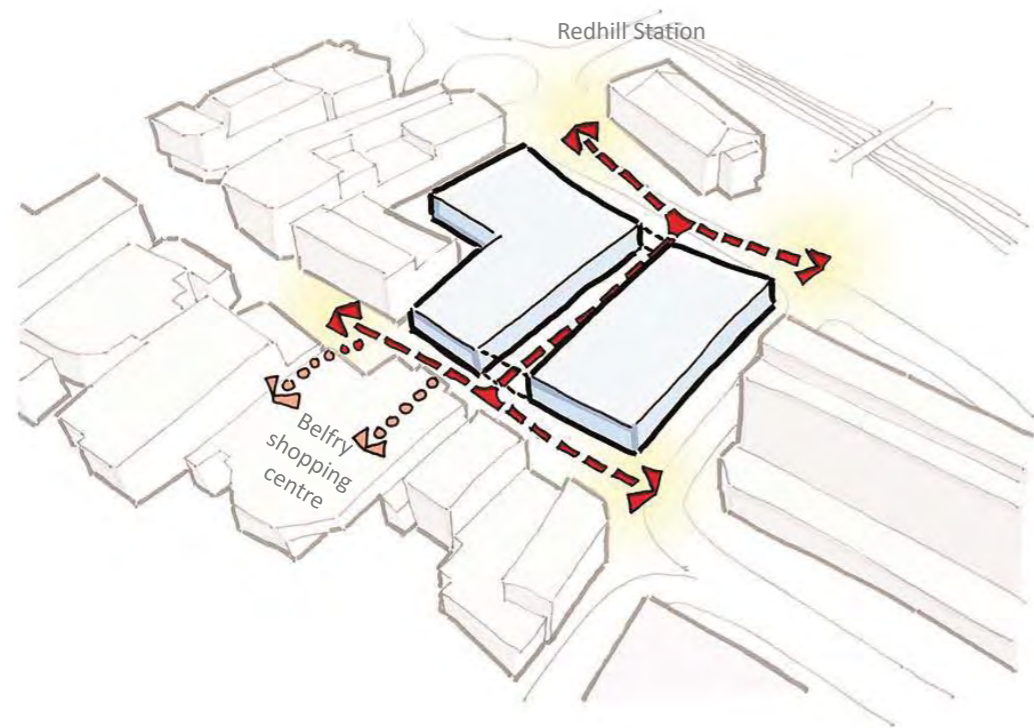
### The Site

The site is cleared of the existing buildings and surface car park to allow for the new development.



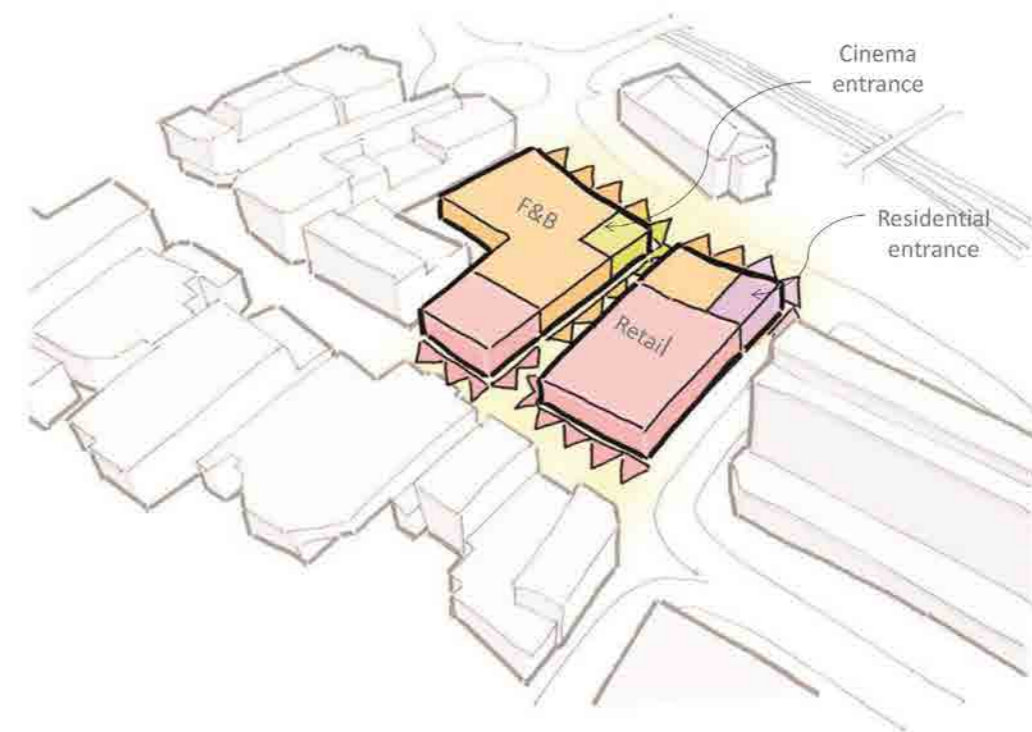
### Frontages

The new development seeks to create active frontages that address both the High Street and Marketfield Way. Retail uses are situated to tie in with the existing High Street retail. Food and beverage uses are positioned so that they activate Marketfield Way.



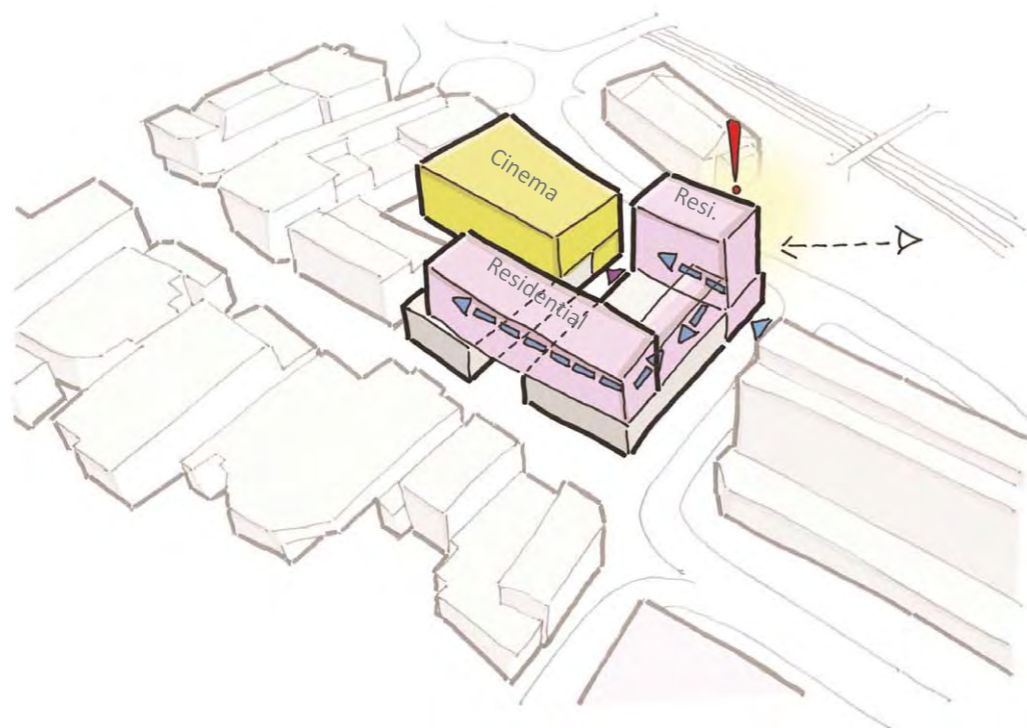
**Galleria**

A pedestrianised route is created through the site which creates a better link between the Station and the High Street. This Galleria gives increased active frontage and presents opportunities for external seating and spill out areas.



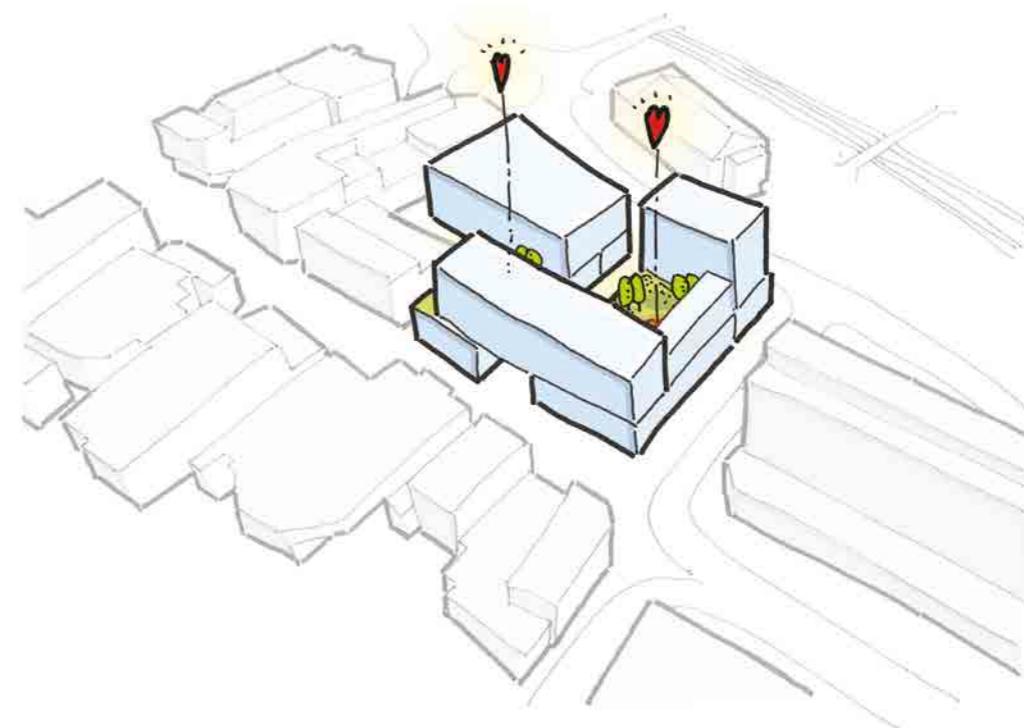
**Uses**

The cinema entrance is located on the prominent corner which faces Marketfield Way and is easily visible from the station. The cinema acts as an anchor for the food and beverage units. The residential entrance lobby is also located on a highly visible corner and gives activity to the southern edge of the scheme.



### Upper levels

The cinema is positioned at first floor above the retail on the north east corner of the site. Residential accommodation at upper level on the west facade helps to complete the southern end of the High Street. On the south eastern edge of the site a taller element marks the corner, provides wayfinding and takes advantage of the scale and openness of the adjacent spaces. The tall element also sits within the designated tall building zone.



### Residential amenity

At second floor podium level external open space is provided for use by residents of the scheme.



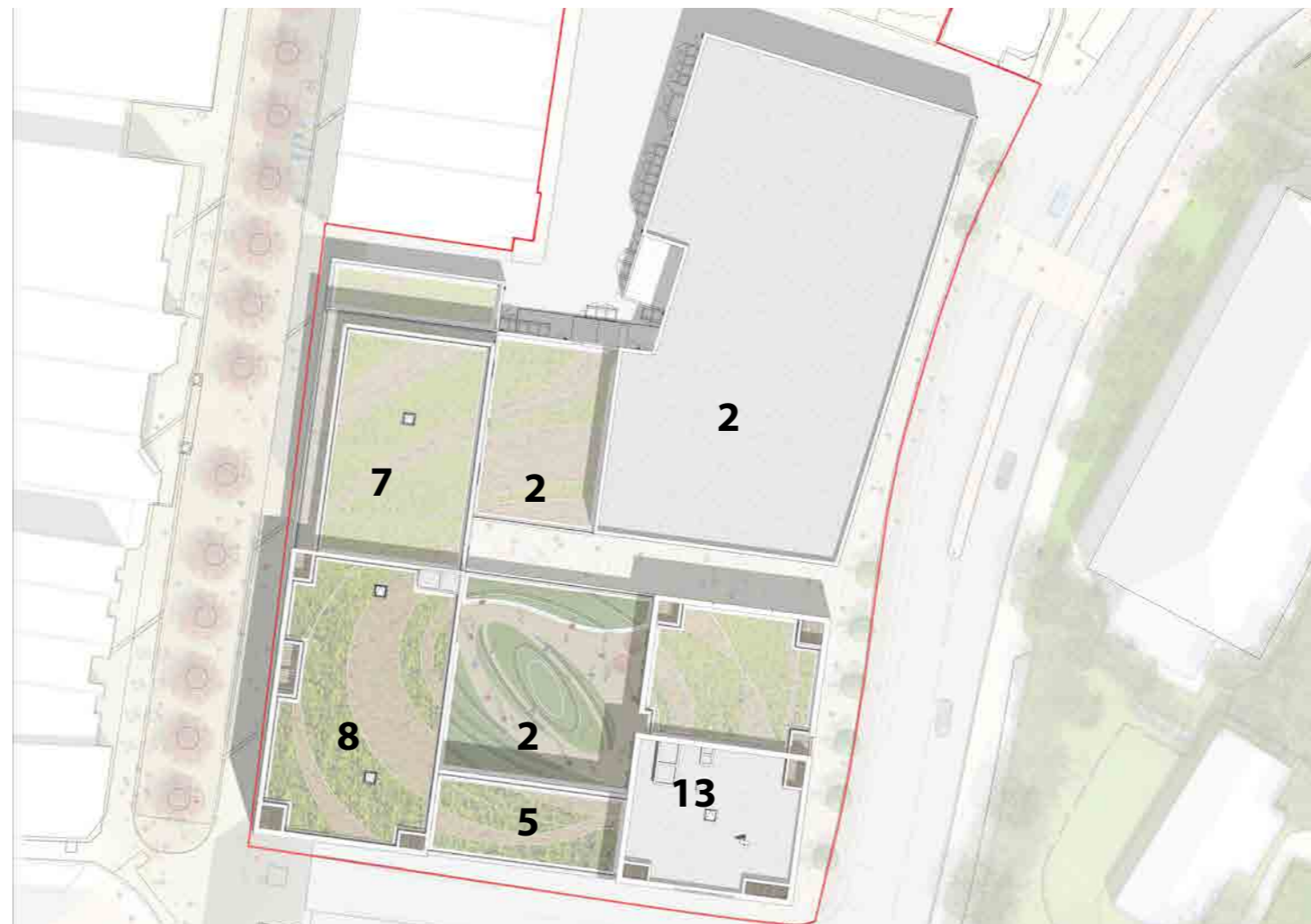
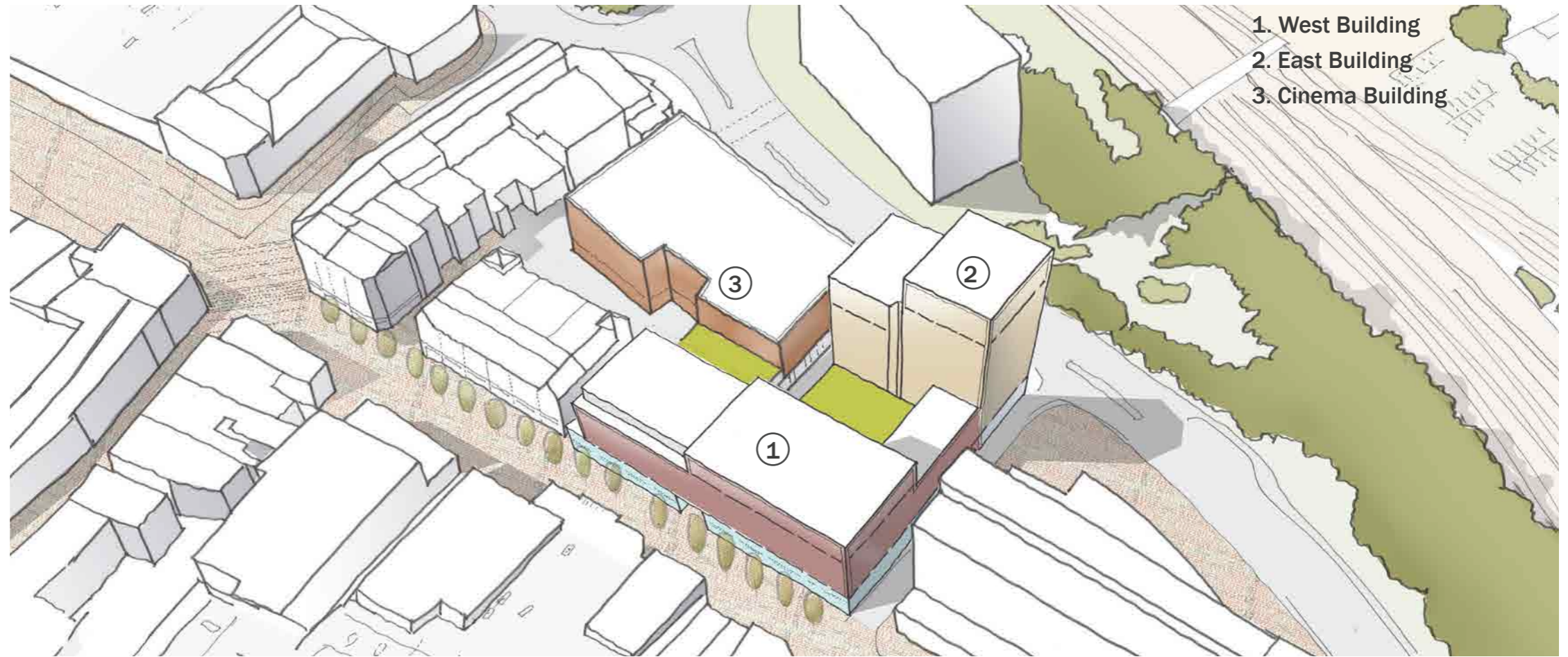
## 3.2 Massing

### Massing

An overview of the massing is shown on the right.

The height of the scheme is sympathetic to the existing context. On the High Street side the building steps down in scale from south to north in response to Kingsgate and Marylebone House. On the south east corner the taller element helps with wayfinding, both from the station and as a marker of the end of the High Street.

The mass and elevation treatment of each of the buildings will be described in further detail later in the document.





## 3.3 Layout

### Site Plan

The plan to the right shows how the scheme fits into the context at ground floor level.

The key design idea which is to connect the High Street and Marketfield Way through a Galleria can easily be seen. The Galleria, the High Street and Marketfield Way provide generous active frontages which will enliven the public realm and regenerate the area.





## Ground floor

The ground floor plan provides a number of retail, food and beverage uses which connect into the High Street and Marketfield Way. A cinema entrance is provided on the prominent corner of the Galleria and Marketfield Way. The exact size and positioning of the A1/A3/ D2 uses is yet to be finalised following negotiations with potential tenants.

The residential part of the scheme is accessed from the prominent south east corner. Here a dedicated reception space welcomes residents before they travel to the lift core and on to their apartments. A covered loading bay is provided for residential deliveries and removals.

Servicing is provided to the south of the scheme off Marketfield Road and to the north off Marketfield Way.

- 1B2P
- 1B2P Whcr
- 2B3P
- 2B3P Whcr
- 2B4P
- A1/A3/D2 Uses
- Residential Entrance
- Servicing & Plant
- STUDIO
- STUDIO Whch



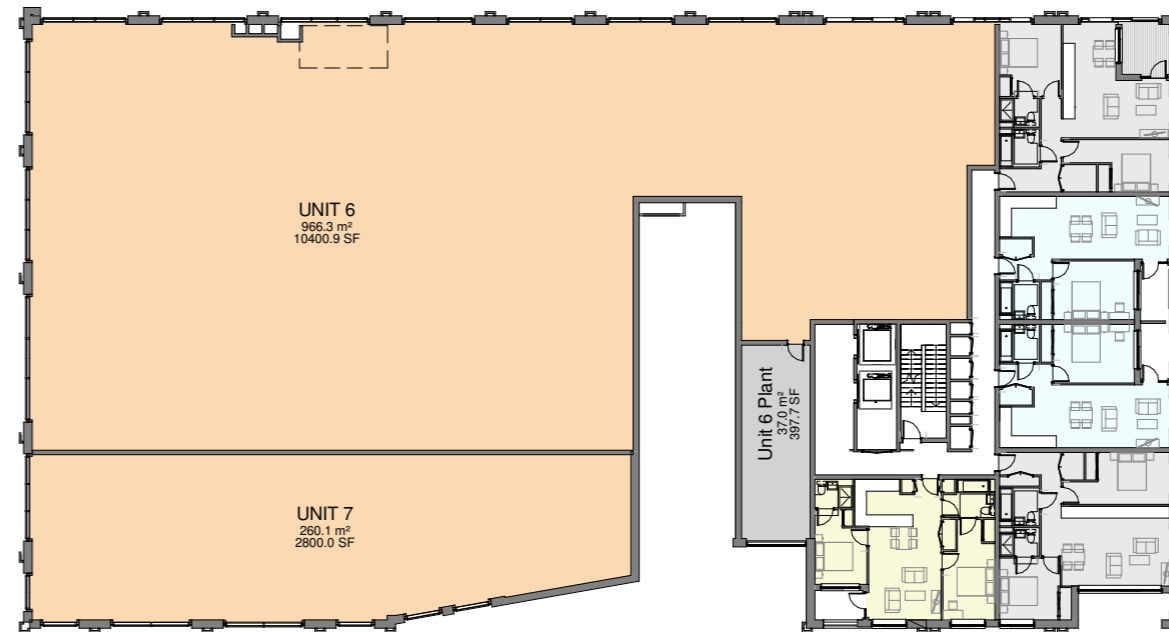


## First floor

The first floor plan provides a continuation of some of the ground floor retail & food. A cinema is also provided at this level and inhabits the volume facing Marketfield Way.

The exact size and positioning of the A1/A3/ D2 uses is yet to be finalised following negotiations with potential tenants.

The residential accommodation starts at first floor in the south east corner of the scheme. This provides overlooking onto the street next to the residential entrance.



- 1B2P
- 1B2P Whcr
- 2B3P
- 2B3P Whcr
- 2B4P
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- STUDIO Whch





## Second floor

The second floor is solely residential in use. Residents will arrive to the level in the eastern lift core. If they live in the west building they will walk either across the landscaped courtyard to the west core, or if it is raining they can walk around the cloister inspired corridor which bounds the south of the courtyard. Next to the courtyard in the east building is a communal room for residents.

Further details on the landscaped courtyard can be found later in this document.

A secondary fire escape route is provided to the far north and leads down into the northern service area.

Five wheelchair accessible apartments are provided on this level along the south elevation.



- 1B2P
- 1B2P Whcr
- 2B3P
- 2B3P Whcr
- 2B4P
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### Third and fourth floors

The third and fourth floor continue the residential layout as shown on the second floor but without the communal room. Five wheelchair accessible apartments are provided on each level along the south elevation.



- 1B2P
- 1B2P Whcr
- 2B3P
- 2B3P Whcr
- 2B4P
- A1/A3/D2 Uses
- Residential Entrance
- Servicing & Plant
- STUDIO
- STUDIO Whch



## Fifth floor

At fifth floor the link building between the west and east building steps away to allow light into the communal courtyard. Details on the treatment of this roof can be found in the landscape section of this document.



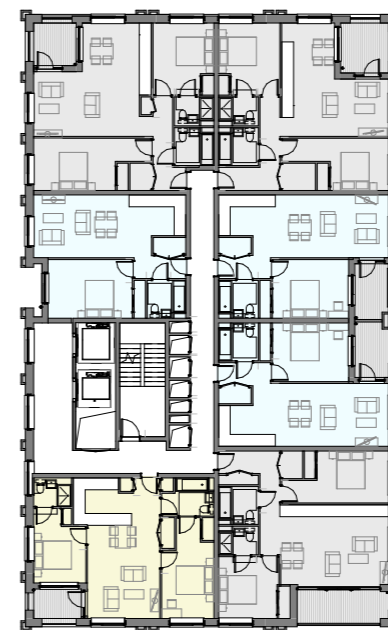
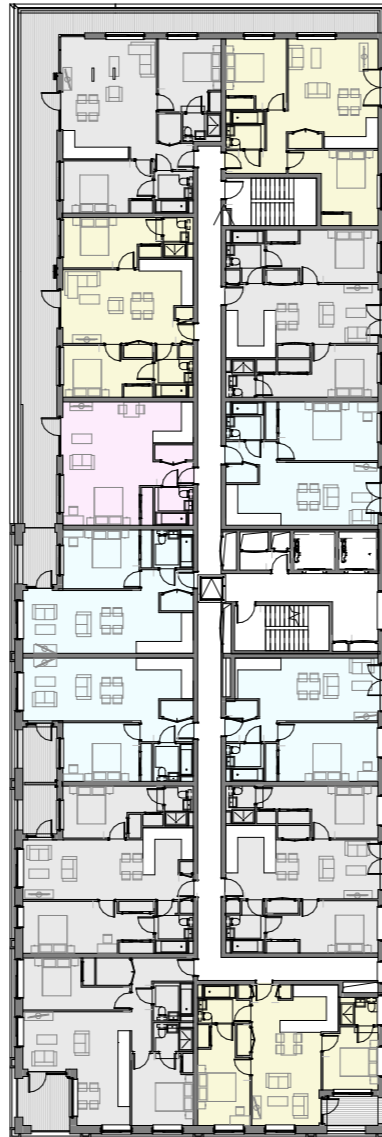
- 1B2P
- 1B2P Whcr
- 2B3P
- 2B3P Whcr
- 2B4P
- A1/A3/D2 Uses
- Residential Entrance
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- STUDIO
- STUDIO Whch





## Sixth floor

At the sixth floor the west building sets back at the most northern end giving the apartments here full length balconies.



- 1B2P
- 1B2P Whcr
- 2B3P
- 2B3P Whcr
- 2B4P
- A1/A3/D2 Uses
- Residential Entrance
- Servicing & Plant
- STUDIO
- STUDIO Whch



## Seventh floor

At seventh floor level the west building steps back further again.

- 1B2P
- 1B2P Whcr
- 2B3P
- 2B3P Whcr
- 2B4P
- A1/A3/D2 Uses
- Residential Entrance
- Servicing & Plant
- STUDIO
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